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FOOD

INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

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No. 25

Food Fights for Freedom Mobilization Guide

This is being mailed about now to reach the county or community level of Extension, OPA, OCD, FDA and (Nutrition Committees). It contains important information and suggestions to guide the operation of the strategic Citizen's Food Information Committees, and is a key piece in the November Food Fights for Freedom campaign plan. Don't miss it. The Guide lists available material, much of it prepared especially for the campaign and includes an order blank for use by Food Committee chairmen.

Food Conservation Campaign Handbook. This handbook has just gone to the processing folks, but will be pushed into the mail fast. FDA will distribute the bulk of the books (10,000) with Extension sending them to the county level. The thought for today: About 1/4 of the nation's food is wasted annually -- enough for our armed forces and shipments to Allies!

For the State Goals Meetings. The Handbook for use of Washington team members and all people attending the state conferences is now in the mill. The handbook, which is designed as a discussion guide, will contain all the information presented to the team members during training meetings here.

The guide will contain the suggested state goals tables and the commodity background statements. Other sections will be...Demands and Allocations of food and fiber, Labor, Machinery and Supplies; The Agricultural Conservation Program; Marketing and Transportation; Price Supports; and the Educational Program or the Production Goals Campaign.

It will be mimeographed and sent to the field next week so that it will be available for the State sessions.

NEW FARM MACHINERY RATIONING AND DISTRIBUTION PROGRAM: Following the announcement of the new machinery program will come (in the next 10 days) a series of State War Board meetings to discuss details. The press will be eager for angles.

The old program rationed 91 items, the new one will control 46 and ration only 31. The new program will be in general more flexible, and it should make it easier for the farmer to obtain the available supply. As in the past, the farmer will apply to the County Farm Rationing Committees for purchase certificates. A WFA release and War Board memo No. 427, Machinery Rationing No. 114, will give background facts for local releases.

Milk Conservation Program. The milk conservation program is almost ready to be put into effect in all Eastern and Midwestern cities with a population of 100,000 or more. Dealers will be allowed to deliver 100 percent of the amount of fluid milk they delivered in June, 75 percent of the cream delivered June, and a total of 75 percent of the combined amounts of fluid milk by-products, such as chocolate milk, cottage cheese, etc. Milk marketing administrators will be named and regional, state, and area offices will carry the info job. An amendment to FDO No. 79, expected next week, will authorize the areas and the quotas.

Second phase in the milk conservation program is a tentative system for controlling the diversion of fluid milk into manufacturing uses---principally into the production of whole dry milk. It seems that too many new manufacturers have entered the field of production and are diverting milk supplies from the production of butter and skim milk. The scheme is still in the development phase, but it's something to watch for.

FIRE PREVENTION WEEK: During 1942 there were 67 percent more big fires than in 1941. Much of the damage was to food, and to food processing and storing facilities.

San Pedro, Calif. - Two canneries gutted by fire which destroyed 2,000,000 tins of sardines, in addition to valuable equipment, in January, 1943.

Portland, Oregon - Heavy quantities of feed and seeds were destroyed by fire at the System Milling Company plant.

Carbondale, Ill. - The Kroger Grocery and Bakery Company, serving 146 retail outlets located in four states, was destroyed at a loss of \$300,000 on the building and \$440,000 or more on the contents.

Superior, Wisc. - 1,250,000 bushels of grain were destroyed in a fire in Great Northern Elevator "X".

President Roosevelt has proclaimed October 3-9 "Fire Prevention Week." Extension workers to the county level have received a kit of suggested news and radio material to use in the week. It behooves all of us to urge increasing care in the prevention of fires, particularly of those which gnaw into our precious stocks of Fighting Foods.

THE RADIO PAGE

FARM AND HOME:

- Monday - September 27 - Ruth Van Deman--"Safekeeping for Your Home Canned Foods"
Ernest Moore, Victory Gardens--"Fall Clean-up in the Garden".
- Tuesday - September 28 - M. L. Wilson, Director of Extension Work--"Wartime Home Demonstration Work".
- Wednesday - September 29 - Lee Marshall, Deputy Administrator, War Food Administration--"Farm Machinery Distribution and Rationing".
- Thursday - September 30 - USDA PORTION CANCELLED FOR ADDRESS BY MILTON EISENHOWER, President of Kansas State College.
- Friday - October 1 - "Pigs and Pork Pie" -- Discussions at swine area and in kitchen at Agricultural Research Center, Beltsville, Maryland by Secretary of Agriculture Claude R. Wickard, Robert Reed, Editor of Country Gentleman; John H. Zeller, in charge of swine investigations, Bureau of Animal Industry; Wallace Kadderly and Ruth Van Deman.
- Saturday - October 2 - 4-H Club Program (Members from Georgia, Oregon, Minnesota)

CONSUMER TIME:

October 2 Consumer Time Program (12:15 p.m. EWT., etc.) will feature Group 6 of the Basic Seven Foods, which includes bread, flour--the cereals. The guest will be Dr. W. H. Sebrell of the Public Health Service--presently detailed as Associate Chief, Nutrition and Food Conservation Branch, FDA.

In the "drama" preceding Dr. Sebrell's appearance the show tells of Mark Carlton--a moody genius with wheat. Carlton's dogged--yet spectacular work--with several varieties of wheat which were unknown prior to his work--has done much to make our prairie wheat-growing states a more reliable and a more profitable bread basket for the nation.

Offered as a give-away, a 29-page booklet on HOMEMADE BREAD, CAKE AND PASTRY--with a lot of practical, tasty recipes for a lot of different kind of breads, cakes and pies.

FDA RADIO PROGRAMS: The Servel, Inc. show "Fashions in Rations", (11:30 EWT. Saturday, CBS) will feature two guests from FDA. On Oct. 9, Joel Barrall will talk about Food Conservation and on October 23 Don Payne will talk about Soybeans in the kitchen.

The regular UP "Vitamins for Victory" (daily-all networks) scripts for the coming week are: Enriched Flour, Group I of the Basic 7, Muffins, Dried Fruit, Peanuts, and Cooking Meats according to cut.

You might catch "Why of No Pint Milk Bottles" on the Blue Network show, "This is Official", Sunday, 12:15 EWT.

REPORT ON RALLIES.....Home Front Pledge Campaign.....EPISODE SEVEN

The manner in which some communities are handling The Home Front Pledge Campaign may suggest a solution to your problems as a participant in the drive. Here's a round-up of some stunt that might be duplicated:

FINDING FUNDS FOR CAMPAIGN

At meeting of board of directors at Sante Fe, New Mexico, September 21, the Chamber of Commerce will endorse the Home Front Pledge campaign to be held here the first week in October. The community fund for advertising war activities will allocate funds for pledge campaign advertisements.

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ARTISTS PREPARING POSTER

Members of the artists colony in Santa Fe are drafting plans for a Home Front Pledge poster in Spanish, to be used in Spanish-speaking communities which have not yet staged the pledge campaign. Similar posters now being used to advantage in war bond drive.

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ARRANGE TALKS IN SUNDAY SCHOOLS

As part of pledge campaign, Logan, Utah price panel arranged two-minute talks on price control in the Sunday Schools of the churches throughout the city.

THE WAR FOOD ADMINISTRATION: Press release USDA 618-44 (Rev.) of Friday, September 24, tells who's who in WFA. The Office of the Administrator is staffed by the following: First Assistant Administrator, Grover B. Hill (Mr. Hill continues as Assistant Secretary of Agriculture also); Assistant Administrators, Ashley Sellers and Wilson Cowen; Special Representative of the Administrator, M. Clifford Townsend; Assistants to the Administrator, Thomas J. Flavin, Stanley Williams, and Francis A. Flood. Agency heads remain the same.

MORE PRESSURE CANNERS AVAILABLE: With dealer's stocks up somewhat on pressure cookers, WFA is relaxing its rationing regulations. Group use is no longer a requisite, and specific canners need not be located before the issuance of certificates. Prospective buyers should apply directly to County Farm Rationing Committees for certificates of eligibility or to ask for reviewal of previously filed applications. (press release USDA 639-44, Sept.24).